

CHEMIST & DRUGGIST

The newsweekly for pharmacy

May 18, 1985

a Benn publication

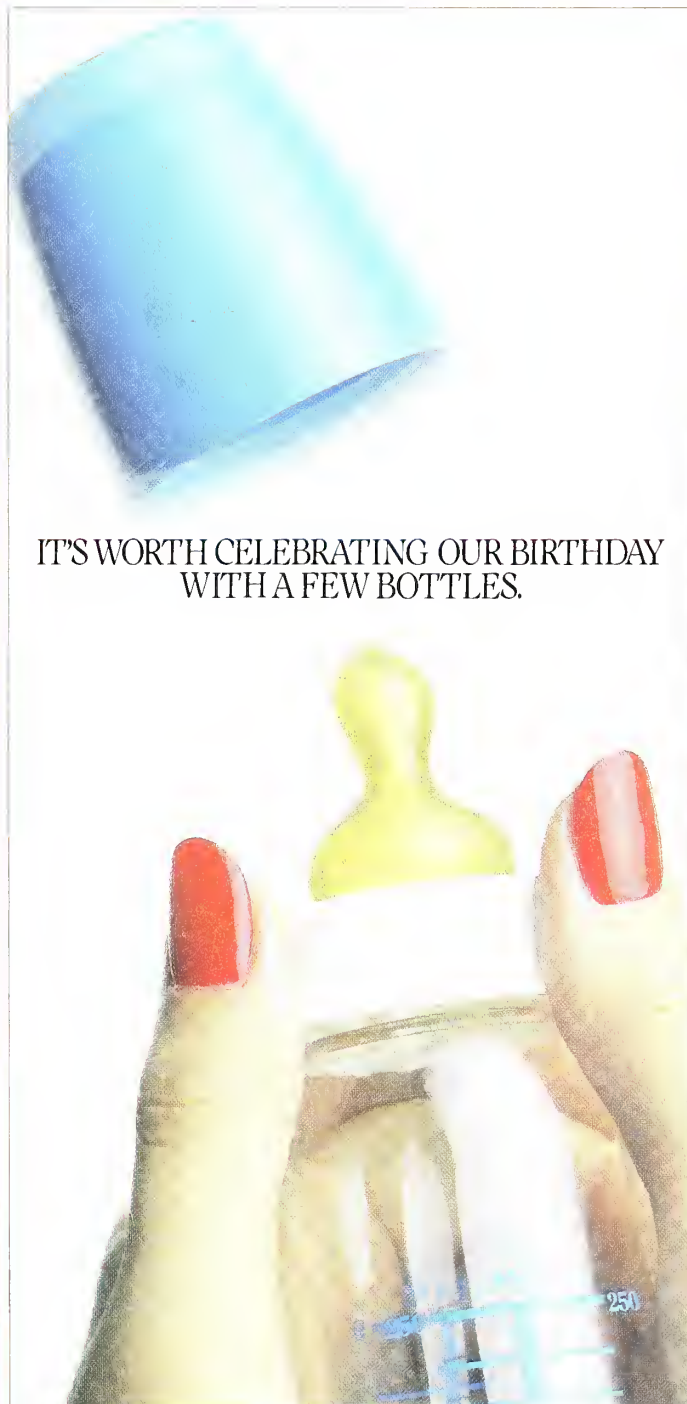
PSNC agrees on
new contract
with rational
distribution

List advent
not so smooth
says NPA and
NI contractors

Commons debate
Sunday trading

Wellcome go
to market

CTPA — 40 years
of service
to industry



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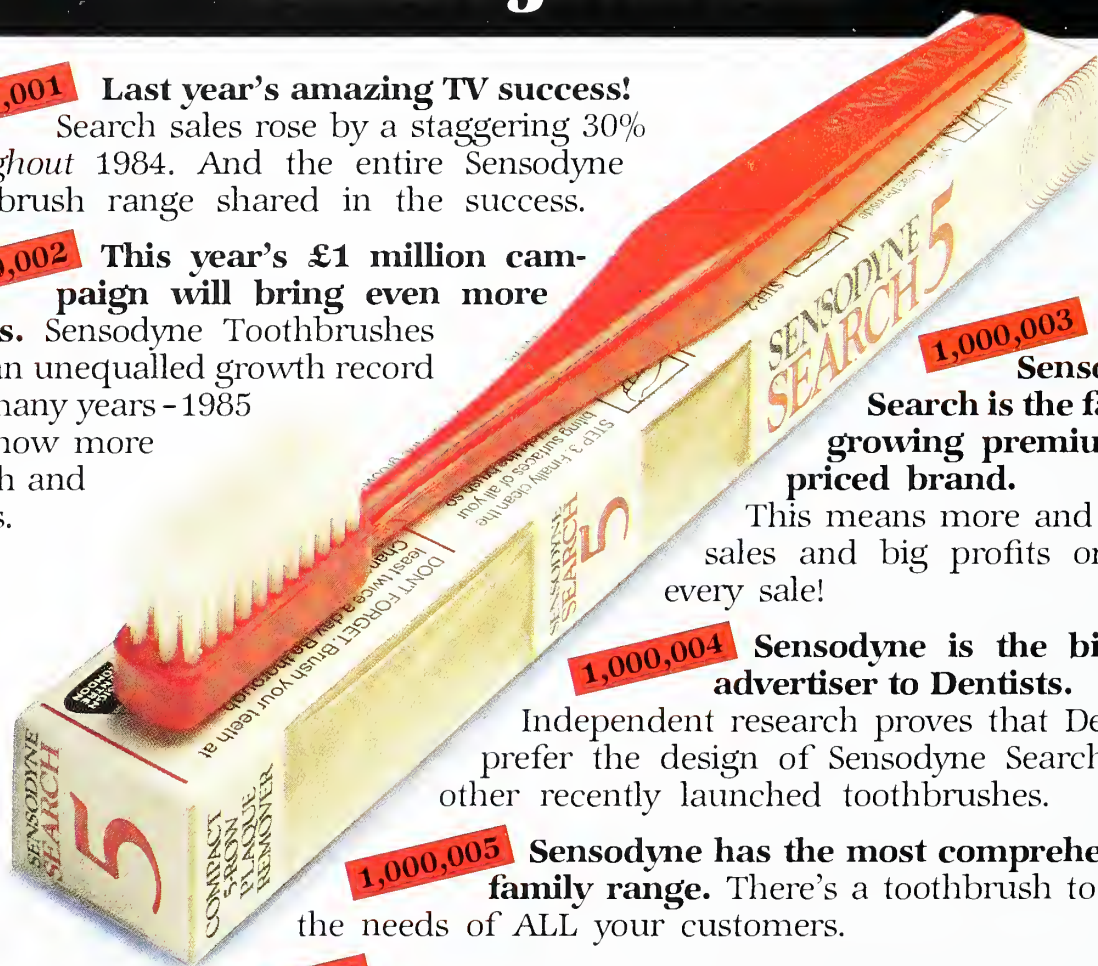
The Nursery range of products includes teats, nipple shields, feeders, soothers, breast pumps, disposables and baby wipes. Further details of all our products can be obtained from Customer Services, Lewis Woolf Griptight Limited, Oakfield Road, Selly Oak, Birmingham B29 7EE. Tel 021-472 4211

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growth and
profits.



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May 18, 1985
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COMMENT

Publishing is a cut-throat business. So we should not be surprised if the Pharmaceutical Society's own journal does a bit of back-stabbing on its rivals when the going gets tough — any more than we were surprised by the sudden desire of medical publishers to court the pharmacist when curbs on advertising to doctors killed their golden goose.

Advertisers are used to such ploys, but the *PJ* has seen fit to pat its own back for the benefit of pharmacists, without telling the whole story. We are delighted: it gives us an opportunity to fill the gaps in the claims, which are based on their latest reader research. Indeed, we concur wholeheartedly with *PJ*'s own words — "There is, of course, much more in the survey".

For a start, one should examine the sample. Out of 865 self-assessment questionnaires returned, 40 per cent were from assistant pharmacists, locums and "others", and 29 per cent were from part-timers — not exactly typical of *C&D*'s subscriber base. But when we look at the 60 per cent proprietors, managers and superintendents, our performance is rather different from the *PJ* quoted figures. *C&D* is looked at by over 97 per cent of these groups, and 77 per cent look at four issues a month (compared with the 59 per cent *PJ* quotes for the whole survey group). We also do better than quoted on time spent reading — if we don't match *PJ*, that's no accident for a publication

which aims to be easily scanned by professional businessmen with limited time!

What if *C&D* does a little cherry-picking of its own? More proprietors/managers/superintendents say *C&D* is good/very good/excellent, and we soundly beat *PJ* in four of the eight areas in which they asked about "best coverage" — including retail and general news. Ask the right questions and you get ... half the answers you hope for?

When *PJ* started these surveys, it also asked about business matters and price changes: guess who won? Since then, they haven't asked the questions! But independent researchers* have asked. On matters such as practical commercial value and usefulness and influence of advertising content, there is nothing to match *C&D*.

However, the most contentious question is perhaps the one asking which publication would be preferred if only one could be received. The Institute of Practitioners in Advertising recently scotched that one, stating that "a single choice may not be sufficient to provide all the information sought by the pharmacist."

C&D supports that view, aiming through its strong community pharmacy bias to provide the information services the sector needs. What *PJ* should ask *itself* is why 49 per cent of proprietor pharmacists would accept being denied access to the official organ of their own professional body!

*Martin-Hamblin Research, December 1984

Rational distribution key to new contract

The Department of Health and the Pharmaceutical Services Negotiating Committee have concluded agreement on a new contract for NHS community pharmacies in England and Wales. The full details will be published in *C&D* next week.

The main features are:-

- New agreements under which family practitioner committees will be able to work towards a better distribution of NHS pharmacies by limiting new contractors to situations where there is a service need for extra pharmacies.
- Improved and more regular cost collection and inquiry procedures.
- Improved help to essential small pharmacies in rural areas.
- A remuneration structure that will provide better incentives to efficient and cost effective pharmacy in the NHS.
- A basis for the developments in the professional role of pharmacists following the report of the Nuffield Inquiry, expected later this year.

Neither side would add any further comment until full details are available.

PSNC chief executive Alan Smith, told *C&D* his negotiating team had been 100 per cent dedicated to the new contract over the past weeks. Talks concluded at 1am Tuesday morning, in time for the results to be conveyed to the monthly meeting of PSNC held this week.

A date for a meeting of local pharmaceutical committee representatives has yet to be announced but is likely to be during the last week of June.

In Scotland the Pharmaceutical General Council has been negotiating with the Home and Health Department to achieve broadly similar objectives. Dr Colin Virden, PGC secretary, confirmed that he was expecting the SHHD to make some form of offer in the near future.

He was satisfied with the progress of negotiations, and is intending to call a meeting of the General Council in June.

Mr T.I. O'Rourke, secretary of the Pharmaceutical Contractors Committee in Northern Ireland, said the Committee had not started negotiations with the Department of Health and Social Services in Northern Ireland on a new contract. He was awaiting the outcome of both PSNC and PGC negotiations but did not have a mandate from his Committee to follow either agreement.

The announcement that a deal on rational location has been reached is

probably the most controversial feature of the new contract. There are rumours that it may lead to the closure of 600-700 pharmacies dispensing less than a set number of scripts a month. Allowances may be so reduced that owners are forced to accept the compensation available as an inducement to rationalise.

A policy document on rational location, agreed by the major pharmaceutical organisations, was submitted to the DHSS in August last year (*C&D* November 10, 1984). It proposed that compensation for relinquishing a contract should be introduced to discourage the "perpetuation of outlets which are not cost-effective in NHS terms".

The document maintained support for the Essential Small Pharmacy Scheme and said an Initial Practice Allowance should be paid to businesses opening more than two kilometres away from an existing premises where it was deemed that a pharmaceutical need exists.

From the brief details released this week, it appears PSNC has managed to achieve some of these objectives. However there is no mention of individualisation of the contract between the pharmacist and the FPC. Health Minister Kenneth Clarke told *C&D* last year that such a proposal had no attractions for the Government or the tax payer.

The PSNC has been aiming to have overhead costs, and the NHS share of these, reimbursed on a more individual basis. It has also said the standard income per pharmacy should reflect a reward for risk and other factors normally remunerated by the profit concept. PSNC's objective before going into contract negotiations are set out in *C&D* April 21, and June 16, 1984.

The most contentious issue then was whether on-cost should be part of the "Pharmacists Charter". PSNC's recommendation that it should not be, provided annual negotiations take place annually under a review body, was narrowly passed. Standard income per pharmacy would be paid in the form of a Basic Practice Allowance and fee per prescription.

PPA receives 5pc of scripts late

The Pharmaceutical Services Negotiating Committee is concerned that 5 per cent of contractors are regularly late submitting prescriptions to the Pricing Authority.

A list of offenders is to be sent to the PSNC office, so they may be "encouraged" to submit their bundles on time, it was agreed at the April Committee meeting. The Committee also draws contractors' attention to clause 5 of part II of the Drug Tariff, which requires them to despatch forms not later than the fifth of the month.

PSNC has reluctantly accepted an offer from the Department of Health to raise the locum allowance to £27 per day for pharmacists attending continuing education courses. The Committee protested at the continuing low level of the allowance, which is effective April 1, 1985 to March 31, 1986.

Following the success of the public relations "teach ins" for LPC public relations officers, a similar seminar is to be arranged for LPC secretaries. PSNC also hopes it will provide a platform for ideas.

Appeals plan to benefit industry

The appeals procedure to be allowed under the Government's limited list scheme has been attacked in the *Guardian* this week as an "old fashioned and fudged British compromise."

"The drugs industry in Britain cannot quite believe its luck and is unable to decide this week whether first to kiss a few influential doctors or caress its own wallet.

"What the drugs industry failed to achieve with its blunderbuss techniques, the doctors have quietly achieved with a scalpel." The article claims that a GP need only explain in the briefest terms why he prescribed a blacklist item. And that decision will be judged by his peers sitting on a local committee. "This panel which will be chosen by doctors themselves will have no obligation to explain or even communicate their judgment to Mr Fowler's men at the ministry."

The *Guardian* claims that the drugs industry "has adopted a frozen pose of gleeful but profound silence since the appeals procedure was offered to doctors".

Chemist & Druggist 18 May 1985

Society concedes on Boots' 'buzzer sale'

The Statutory Committee of the Pharmaceutical Society conceded in the High Court this week that it had been wrong to admonish a former superintendent pharmacist of Boots the Chemist over the unsupervised sale of drugs.

Boots were convicted of selling Codis tablets without the supervision of a qualified pharmacist at its Brentwood, Essex, branch. Following the conviction,

the Statutory Committee directed last December that the company and superintendent pharmacist, Mr Anthony Fox, be admonished.

But on Tuesday, the Committee conceded before Mr Justice Kennedy that Mr Fox — who was not at the Brentwood branch at the time of the offence and who has to supervise more than 1,000 branches — should not have been disciplined.

The Committee agreed that Mr Fox had not been told that any evidence of misconduct would be brought against him. He had no opportunity to deal with the complaint that he had been at fault.

By consent, the judge quashed the decision to admonish Mr Fox, of Lexden, Colchester, and ordered the Committee to pay the costs of his appeal.

More on 'rubber stamps' guide

A list of preparations no longer available following the Government's closing of the "rubber stamp" loophole is given below. The information is being circulated to contractors in a PSNC newsletter.

Pharmacists will not be paid for the following blacklisted proprietary items ordered by listing ingredients: Actifed tabs, Asilone tabs, Beogex suppos, Cafadol tabs, dextropropoxyphene and paracetamol soluble tabs, Distalgescic soluble tabs, Equagesic tabs, Fortagesic tabs, Libraxin tabs, Limbritol caps,

Lipoflavinoid caps, Lobak tabs, Maalox tabs, Norgescic tabs, Orovite 7 tabs and sachets, Panadeine Forte tabs, Parahypon tabs, Safapryn tabs, Safapryn co tabs, Solpadeine tabs, and Solpadeine forte tabs.

Pharmacists will not be paid for the following blacklist items ordered by non-official title: acetylcysteine granules, ascorbic acid effervescent tabs, carbocysteine caps, nicotine chewing gum, paracetamol soluble tabs, pentazocine caps, pyridoxine SR tabs, vitamin C effervescent tabs. PSNC says the lists are not exhaustive.

Panadeine soluble tabs were listed in error as no longer prescribable in an abbreviated list in *C&D* last week. Pentazocine tabs remain available.

Tighten drug trial controls'

There is a need for tighter controls for volunteers in drug trials to give them legally enforceable protection against unforeseeable disaster, the *British Medical Journal* says in a leader last week.

"Universities, research councils, and the NHS should recognise that their present policies of considering *ex gratia* payments in cases of injury to healthy volunteers can no longer be acceptable," says the article.

Better arrangements are needed to ensure that the rare injuries to healthy volunteers will be dealt with.

The formation of specialist contract companies, offering their services to the pharmaceutical industry is a recent development that must cause concern and

has raised both ethical and technical problems says the *BMJ*.

The Association of the British Pharmaceutical Industry creditably recommends a form of contract for healthy volunteers. Although the contract has some unsatisfactory features — it does not accept a legal liability to pay compensation — it will serve until the Royal College of Physicians reports on the problem later this year, says the *BMJ*.

■ Patients suffering from anxiety would be better treated by counselling rather than tranquillisers, according to the *British Medical Journal*.

There should be a substantial reduction in GP prescribing of benzodiazepines. Drug trials indicate that benzodiazepines are not particularly effective for the minor affective disorders commonly seen in general practice, says the article, written by two physicians from Oxford University department of psychiatry.



Vestric's recent trade show in Paignton attracted around 70 local pharmacists and their assistants. There were stands from some 30 manufacturers to inspect. Seen here with computer services manager Bill Jamieson is Hilda Chanter, MPS, and Erica Sharp, both from Lostwithiel

The 'young ones' get together

The Young Pharmacists Group is to hold four meetings around the country to gauge opinion before forming policies.

The venues have yet to be arranged but will probably be in the North, Midlands, the South and in Wales, Peter Joshua, instigator of the Group, told *C&D*.

After a meeting last week in Birmingham, the Group decided to contact other similar organisations abroad and within other professions in the UK, to find out how they are financed and run.

Mr Joshua said that so far he has had a very good response from pharmacists interested in joining the group. For more information contact Peter Joshua, c/o Kingswood Chemists, 105 High Street, Thornton Heath, Surrey CR4 7JJ.

Pharmacy 'on ice'

The proposed pharmacy in International Stores' Isle of Wight branch has been "put on ice" for the time being, says superintendent pharmacist David Norsworthy.

The pharmacy was shelved following opposition from local pharmacists last year (*C&D* September 22, 1984, p505).

The company currently have four in-store pharmacies at Brentford, Torquay, Weymouth and Hounslow.

List introduction not so smooth NPA Board hears

The introduction of the limited list has not been quite as smooth as some commentators has suggested, a number of pharmacists said at the April board meeting of the National Pharmaceutical Association.

Mr John Wilford, from Bexhill-on-Sea, indicated many of his elderly patients were not at all confident about generic preparations he was now obliged to supply. Mr Mike Thornton, Dorset, reported that in his pharmacy there had been considerable difficulties during the first two weeks of April. Mr Alan Facer, Preston, supported by other Board members, said that some of his patients had expressed disquiet that medicines which they had previously been taking were now on a *blacklist* which, to them, suggested that the medicines may have been harmful.

Daily Mail Article — "Banned Drugs": Tim Astill, NPA director, reported that he was still corresponding with the *Daily Mail* and the secretary of the Press Council. The director had pointed out the very wide discrepancies between the prescription figures for withdrawn drugs supplied by the Prescription Pricing Authority and those published by the paper.

The London Marathon: Every pharmacist running in the 1986 London Marathon will be offered an NPA "Ask Your Pharmacist" T-shirt free of charge. For every "T-shirt" to finish the marathon, the NPA will donate £100 to Birdsgrove House or the Benevolent Fund.

Drug Addicts — Syringes: The Drug Dependency Programme in Liverpool, in an attempt to control abuse of syringes by drug addicts, has declared that prescriptions for replacement glass syringes and needles will be dispensed on the condition that the old syringe is surrendered.

The Board felt that such a scheme could be in breach of the chemist's terms of service. The Pharmaceutical Society were also said to have doubts on the legality of the proposal on the question of legal title to the syringe.

In spite of these reservations the NPA decided to support the Liverpoolian attempt to control the distribution of syringes in the hope that pharmacists would be encouraged to participate.

Solvent abuse: The NPA is to become a member of the newly formed national charity "Re-Solv", a society for the

prevention of solvent abuse. The NPA hopes to be actively involved in the making of decisions and policy.

SSP medical certification: In considering a letter from the DHSS on extension of an employers' maximum liability for Statutory Sick Pay, the Board felt an employer had every right to know what was wrong with his employee — that a doctor could enter a "vague diagnosis" on a certificate was unacceptable.

The Health Education Council and NPA: The Board is to explore the feasibility of making available a permanent display of HEC leaflets. The HEC is to be offered use of the NPA mailing service for distributing leaflets about the forthcoming whooping cough vaccination campaign.

EEC draft directive on unit pricing: The latest directive includes a "positive list" of products that will require an indication of either price and unit price or will need to be sold in one of the agreed prescribed quantities. Some of the products are commonly sold in pharmacies.

The Board felt that even if a unit price was indicated on a particular product, there would be no indication of its quality, strength or potency. The Board was surprised that the EEC should seek to control what was really a domestic matter for individual member states. These views will be made known via the Retail Consortium.

ABPI — patient information: The ABPI has sought the opinion of the NPA about the provision of patient information. The Board felt that patients should always be given sufficient information to enable them to use their medicines properly. It felt that, if possible, written information leaflets



Mr Peter Taylor FPS, from Newcastle-under-Lyme, elected NPA chairman.

should be drafted or vetted independently of individual manufacturers, and the cost borne by the NHS.

CRCs on hazardous liquids: Mr John Goulding, NPA business services manager, had protested that the two year period of grace to cover all stages of the revised proposals for CRCs on hazardous liquids, was too short a period. The Government said that during the first few months of the scheme the enforcement authorities would prosecute only in cases of flagrant breaches of the regulations.

1986 health hints calendar: The Board was enthusiastic over specimen colour prints of drug jars that are to be used as illustrations in the 1986 NPA calendar. The calendar is to be offered in quantities of ten as well as single copies this year.

Branch news: Nine local NPA branch meetings had been held during April.

A working dinner in the Dorset area had been attended by Mr Jim Downing, NPA assistant secretary. The majority of the 88 people attending had been in favour of seeing an intensification of the corporate advertising campaign, and had said they would be willing to pay an increased levy to support this.

Natural medicine body called for

So far 57 MPs have signed an early day motion calling for a separate committee to review natural, herbal and homoeopathic medicines.

The move follows concern expressed by the newly formed Natural Medicines Group that the system for licensing medicines is unfair as far as natural drugs are concerned (*C&D* March 30, p601).

The motion reads: "That this House expresses its concern that there are no specialists in the practice of natural, homoeopathic and herbal medicine advising the Minister on the Medicines Commission, the Committee for Review of Medicines or the Committee on Safety of Medicines; that, therefore, alternative medicines are being judged by

inappropriate persons; and considers that the Minister, as he has a duty to do under the provisions of the Medicines Act 1968, should review the structure of the committees and take steps to form a committee of advisers expert in the practice of natural, homoeopathic and herbal medicine."

The Natural Medicines Group, composed of some 39 companies making natural medicines, fear that if something is not done 5,000 natural medicines could disappear.

MPs from all parties have signed the motion, and says the NMG, the first sponsoring signatories give some idea of the apolitical appeal. They include: Peter Rost (Con), Sir Bernard Braine (Con), David Penhaligon (Lib), Mrs Renee Short (Lab and chairman of the select committee on health), Robin Corbett (Lab) and William Cash (Con and chairman of the all party group concerned with complementary medicine).

By Xrayser

List causes problems in NI

The first weeks of limited list dispensing in Northern Ireland do not appear to have passed off as smoothly as in Great Britain.

Secretary of the Pharmaceutical Contractors Committee, Mr T.I. O'Rourke, said many medicines were in short supply in the early weeks: "Generics still are." And pharmacist were having some difficulty in obtaining generics at Drug Tariff prices.

Doctors were writing many scripts generically, said Mr O'Rourke, whether or not there was any branded product. However, the "rubber stamp" problem has not arisen to any extent.

Pharmacists had tried to dispense prescriptions first and get incorrect ones amended later. Patients had been put to a minimum of inconvenience but the pharmacist had been under considerable pressure.

His impression was that script volumes were down. But as April had two bank holidays in it and March had been particularly busy, he believed May dispensing figures would give a better impression.

Numbers up by 20 in April

Pharmacy numbers rose by 20 in April, following the post-Christmas dip — one premise was also restored to the Register.

There are now 11,122 pharmacies in Great Britain, according to the Pharmaceutical Society, with 9,319 in England (1,259 in London), 1,140 in Scotland and 663 in Wales.

In England 25 new pharmacies opened in April (five in London) and 11 closed. There were eight openings in Scotland and one closure in Wales.

No go for Pavitt

The Generic Substitution (National Health Service) Bill, the private member's measure sponsored by Mr Laurie Pavitt (Lab), failed to secure a formal second reading in the Commons on Friday.

It will come before the House again on July 12, but has virtually no chance of making progress.

Dog wagging?

As I understand my biology, it was always the dog which wagged its tail when its brain sent messages indicating that happy movement was appropriate? I saw an article last week (p999) in which the executive director of the Proprietary Association of Great Britain, Mr John Wells, was reported as having told the Proprietary Articles Trade Association, that it was possible POM medicines could be advertised to the public — along with the suggestion the products could still be obtained at reasonable cost etc.

We appreciate the discomfort of many manufacturers at having their products removed from the list approved for DHSS dispensing, and can understand their casting about for ways of recouping or minimising their loss of business. But to attempt to create a demand and so force prescribers, by reason of consumer pressure, to write private scripts for the items, seems to me to greatly diminish the role of the doctor. It would produce a situation where the tail sends the message to the brain. It is, one would hope, not "Biologically" likely?

Rural GP's fees

Rural dispensing doctors are to receive new revised fees and allowances. For dispensing up to 300 items a month, £0.68 per item, dropping to a mingy £0.53 for those who push out over 4,000 items a month!

One interesting fact comes out of the statement. For the purpose of assessing drug discounts, the cost of the drugs supplied by a partnership are lumped together, with discounts averaging 6.8 per cent. Discounts begin at 0.08 per cent where the gross value is between £1,001 and £1,125 rising to 7.42 per cent when the value is more than £12,000 a month.

Considering partnership practices employ "dispensers" jointly, I cannot understand why the dispensing fees should not similarly be assessed on gross dispensing figures from all the partners, since they are in effect running a co-operatively owned dispensing-only pharmacy?

Be that as it may, I had a note a month ago from a pharmacist enclosing a cutting from the *Financial Times*. It was published on March 26, and was headed "Fowler urged to make 1 per cent cut in GP's salaries." It appears a conservative MP, Mr Richard Hickmet (Glanford & Scunthorpe) had received figures in a Commons written reply which showed

doctors received an average of £45,588 in 1984 for the provision of family practitioner services. But more interesting for those in rural areas. "In addition dispensing doctors receive a further £6,800 for dispensing and a further £1,200 by way of discounts.

Perhaps pharmacists in Glanford and Scunthorpe constituency would care to contact their MP to clarify these figures?

OK for some?

The phone rang. My assistant answered, went red, said nothing, then replied: "I will ask the pharmacist to speak to you." I was already on my way so leaned across the typewriter and took the call.

An angry voice explained she had called to collect the tablets for the Waddlehams and we had given the 10mg ones — these were "all wrong and might have had serious effects." She had already rung the doctor who said it ought to have been 5mg tablets. By the time I managed to get a word in, my assistant had turned out the scripts and found the form. There, to my relief we saw the doctor had clearly written 10mg. I tactfully suggested to the caller that I would contact the doctor on behalf of the patient and would ring her back. I put the phone down. Seconds later it rang. Doctor's receptionist: "Would I mind changing the script... doctor has made a mistake...?"

I telephoned the lady — still aggressive, she listened. Then suddenly, as if the sun had come out, said "Oh, it was the doctor's mistake, That's all right then".

I found the change of attitude startling. If the chemist makes a mistake, he's fair game. But it's OK if the doctor boobs...

Logic

Unichem membership is now nearing the 5,000 mark. Their spokesman says he failed to see why any independent pharmacist should continue supporting wholesalers who supply and encourage dispensing doctors, or for that matter operate retail pharmacies.

As a matter of applied logic, neither can I. But if the underlying thought is that it will force that supplier out of business, or cause him to stop the perfectly legitimate supply of drugs to other groups of NHS contractors, the proposition is absurd, since many of Unichem's own members have to use Vestric as a second supplier. But apart from these intellectual concepts, the gut instinct is to avoid growing any too great a monolith, no matter how well intentioned.

Beecham in sports market team up

Beecham are teaming up with Slazenger to produce a unisex toiletries range for sports enthusiasts.

The Slazenger Sport collection offers shampoo, anti-perspirant, deodorant, talc and shower gel — all with a fragrance designed for both men and women.

The mild shampoo (£0.90) is, say Beecham, gentle enough to allow daily washing. Its anti-dandruff "sister" (£1.02) is the first to use climbazole as its active ingredient, they add.

Anti-perspirant is available in aerosol (£1.31) or roll-on (£0.78). Slazenger Sport has been selected as official deodorant for Wimbledon. The deodorant stick will cost consumers £1.31. Talc (£1.31) and shower



gel (£1.62) complete the collection.

A national television campaign worth £1m breaks on June 10, running for six weeks. Press support is also promised.

Beecham's market research tells them there are around 21 million people in the UK who play some kind of sport. "The fitness boom is here to stay — for at least the next ten years" says the company.

Beecham hope to tell Slazenger Sport through sports equipment shops and health clubs as well as the usual toiletry outlets. *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

No Roche launch

Roche are deferring the national launch of Redoxon multivitamin tablets indefinitely. The range has been on test in several regions.

A company spokesman said that although the test market had lived up to expectations, recent changes in the pharmaceutical industry had caused Roche to end it. Stock is being withdrawn in those areas affected, and can be returned for full credit if required. *Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts.*

PRESCRIPTION SPECIALITIES

Debrisan paste

Manufacturer Pharmacia Ltd, Pharmacia House, Midsummer Boulevard, Milton Keynes MK9 3HP

Description Foil-plastic laminate pouches containing 10g of a sterile soft granular paste consisting of dextranomer 6.4g, polyethylene glycol 600 and water to 10g
Indications Treatment of exudative and infected wounds, decubital ulcers and leg ulcers. As the paste is adherent it may be preferred to Debrisan beads for shallow wounds

Application After cleaning the wound the paste should be applied firmly with a spatula to a depth of not less than 3mm. The paste should be changed from twice daily to every two days according to the rate of exudation, being renewed before it is entirely discoloured with secretion and debris. The paste should no longer be used when the wound is granulating and free of exudate

Contraindications, warnings Use with caution when applied near the eye, in narrow fistulae where paste removal might be difficult. Occasional pain may be experienced in the wound after application. This can be avoided by wetting the wound before applying the paste

Storage Shelf life is two years when stored at room temperature

Packs 6 × 10g sachets (£29.50 trade)
Supply restrictions Prescription only
Issued May 1985

Paldesic elixir

Manufacturer R.P. Drugs Ltd, R.P. D. House, Yorkdale Industrial Park, Braithwaite Street, Leeds LS11 9XE

Description Each 5ml contains 120mg paracetamol

Indications Relief of pain (including teething pain) and feverishness

Dosage *Children under one year:* 5ml four times daily; *one to five years:* 10ml four times daily, and *over 5 years:* up to 20ml four times daily

Contraindications, warnings etc As for other preparations of paracetamol
Pharmaceutical precautions Store below 25°C protected from light

Packs Bottles of 60ml (£0.36 trade), 125ml (£0.60) and 1 litre (£2.80)

Supply restrictions Pharmacy only
Issued May 1985

Novo insulins

Novo Laboratories have introduced human Actraphane insulin and human Protaphane insulin in 100iu per ml strengths (both £6.68 trade for 10ml vial).

Human Actraphane is equivalent to a

30:70 mixture of human Actrapid and human Protaphane. It gives diabetics unwilling to mix insulins the chance to have the advantages of a short acting insulin combined with an intermediate acting insulin in a single injection, say Novo.

Human Actraphane has a duration of action from 30 minutes to 24 hours with maximum effect exerted between two and 12 hours. It is suitable for subcutaneous or intramuscular injection twice (or occasionally once) each day.

Human Protaphane has its onset of action at two hours with a peak of four to 12 hours and is suitable for twice daily injection, say Novo Laboratories. Distributed by *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ.*

BRIEFS

Syndol 20 tab pack: Syndol tablets are now available in a 20-tablet pack (£1.16 trade). *Merrell Pharmaceuticals Ltd, Meadowbank, Bath Road, Hounslow, Middlesex TW5 9QY.*

Oruvail 200: a controlled release presentation containing 200mg ketoprofen allowing once daily dosage. As an aid to patient compliance the product is presented in a calendar pack of 28 (£11.08 basic price). *May & Baker Ltd, Rainham Road South, Dagenham, Essex RM10 7XS.*

Chemist & Druggist 18 May 1985

MYCOTA. WE'RE GOING TO SOCK IT TO THEM



- Effective, long-acting, non-staining.
- Available in powder, cream and spray.
- Sales increased 36% during past two years, since advertising started.
- Big advertising campaign in National Press will appear throughout the summer. Will be seen by over 78% of all adults, an average of 12 times each.

Don't be caught wrong-footed.
Stock and display Mycota for extra profits.

Athlete's Foot?
Mycota can kill the fungus

Mycota is specially formulated to attack and destroy the fungus which causes athlete's foot. Used regularly it will also provide long-lasting protection against reinfection. It is available in powder, cream and spray form.

Mycota
THAT'S HOW TO TREAT YOUR FEET.

Mycota SPRAY
For Athlete's foot

Mycota POWDER
For the treatment and prevention of Athlete's Foot

Mycota CREAM
for treatment and prevention of Athlete's Foot

Eylure go for Azzaro by design

Eylure are introducing a women's designer fragrance, Azzaro 9, to the UK.

The fragrance is the brainchild of French fashion designer Loris Azzaro. It joins the existing Azzaro pour femme and pour homme ranges.

It is available in three forms: Azzaro 9 extrait (7.5ml, £22.50; 15ml, £35; 30ml, £52.50), eau de toilette (50ml, £14.50; 100ml, £22; 200ml, £36) and eau de toilette natural spray (30ml, £8; 50ml, £15.50; 100ml, £24).

Packaged in a glass bottle with diamond-cut lines, the fragrance is described as having a top note of jasmine, a middle note of tuberose, ylang, mimosa, carnation and hyacinth and a base note of



vetiver and sandalwood. The bottles come in a champagne coloured box.

Full colour, single-page advertising breaks in the June editions of *Harper & Queens*, *Cosmopolitan*, *Company* and *You (Mail on Sunday)*. The £150,000 Press campaign continues with repeats of these advertisements in the December issues of *Cosmopolitan*, *Woman's Own*, *Vogue*, *You*, *Good Housekeeping*, *Woman's Journal*, *Company*, *Options*, *Harpers & Queens* and *She*. Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent.

Pond's boost skin

Chesebrough Pond's are supporting their cream and cocoa butter range with an advertising spend of £1.7m this year.

A television commercial will feature all three lines in the range — skin softening lotion and the recently launched sun tan lotions and creme bath. The advertisement will run until June on ITV and C4.

The campaign will include national posters throughout June in 500 sites, and double-page spreads in women's magazines, running from July to October. Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.

Ever ready set for Derby 'off'

Ever Ready will be sponsoring the 1985 Ever Ready Derby on June 5 and the Gold Seal Oaks on June 8.

The company's £1¼m sponsorship represents a three-year association. Peter Bonner, marketing director says: "1984 was our first year of association with these races and awareness was surprisingly high; this year we intend that link to be much stronger and reach much further."

A ten-second commercial featuring the alkaline long-life Gold Seal battery will appear on ITV and Channel 4 during coverage of the Derby, and later the same

evening on ITV and also during ITV's coverage of the Gold Seal Oaks.

Competitions prior to and during Derby week will be carried in *The Sun* and *News of the World*. The chance to win a champagne day out at the Derby with guaranteed £1,000 bets will be among the prizes offered. *The Sun* will run another competition during Derby week offering over £25,000 worth of battery operated appliances as prizes. Ever Ready Ltd, 1255 High Road, Whetstone, London.

Dextrosol on TV

Dextrosol will be on television for 12 weeks from June 3 until the end of August.

The campaign, featuring Jimmy Greaves, runs in TVS, London, Central and Anglia television regions, with an equivalent national spend of over £1m, say CPC.

As part of the promotion samples are being distributed to 200,000 homes in Anglia and there are to be "mini sponsorships" of sport, say CPC (UK) Ltd, Claygate House, Esher, Surrey.

Trial for Noir

Noir after shave balm is being promoted with a 30ml trial size.

Display packed in outers of 12, the packs are available to authorised Noir stockists only, and will retail at £2.95. Beaute Ltd, 202 Terminus Road, Eastbourne, East Sussex BN21 3DF.

Kleenex Boutique in £0.35m push

Kimberley-Clark are launching a new £250,000 television and £100,000 magazine campaign for Kleenex Boutique tissues.

The six week Channel 4 burst breaks in mid-May and will run to the end of June in the London, Anglia, Grampian, Border, Tyne Tees, TVS, Ulster and Central Scotland areas.

The consumer magazine campaign runs from June to the end of the year in *Look Now*, *Over 21*, *19*, *Cosmopolitan*, *Just 17*, *Hair Magazine*, *Argus 3* and *Mizz*.

The campaign follows the relaunch of the Boutique range in February. It dominates the £7m market for cosmetic facial tissues, accounting for 45 per cent of total sales, the company claims.

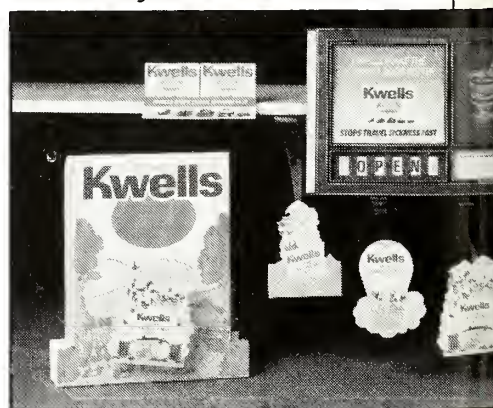
Kimberley-Clark are also launching their "biggest ever" promotion for Kleenex Velvet toilet tissue with a national on-pack £1 cash back offer.

Kleenex Velvet is claimed to be the fastest growing brand in the £353 million toilet tissues market. In the first three months of this year its share of the total toilet tissue business increased to nearly 13 per cent, say Kimberley-Clark Ltd, Larkfield, nr Maidstone, Kent.

Kwells support

Nicholas Laboratories have put together a promotional package to run throughout the peak Summer period to support Kwells.

A £100,000 consumer advertising push starts towards the end of May and runs throughout the Summer in leading women's magazines.



For retailers, a tiered stock bonus linked to display is available — further details can be obtained from Nicholas Laboratories Ltd, 225 Bath Road, Slough.

Chemist & Druggist 18 May 1985

GIVE YOUR BUSINESS A SHOT IN THE ARM



Nobody wants flu.

Doctors don't want their waiting rooms full of suffering patients.

Employers don't want their businesses disrupted. And the patients can do without it as well. So the potential market for flu vaccine is very large indeed. Now's your chance to make the most of it with Fluvirin.

We have a complete package of posters, consent forms and patient reminder cards to help spread the word and contact those people most at risk.

Evans Medical are helping your Fluvirin sales with advertising and mailings to doctors and employers.

Make sure you have a copy of our leaflet and Order Guarantee Card, and send your order to us by June 30th to ensure supply.

Send these to us by June 30.

That way, we can ensure the supply – as well as building demand.



**Think
British**




FLUVIRIN

The British flu vaccine

HELP US TO RAISE
£100,000

FOR

 **Save the
Children**



SEE SPECIAL PACKS FOR DETAILS

© J&J 1985

Cool offer from ICML

Next month Independent Chemists Marketing Ltd are offering a free Thermos cooler bag, worth £7.25, with every 12 packs of NPA or Numark counter and prescription bags, plus a 2½ per cent bonus.

Independent chemists are also being offered a £1 Marks & Spencer voucher, with every five cases of assorted NuSoft personal products ordered, and a £3 voucher for every ten cases ordered.

Consumer savings in June include 40p off half a dozen NuSoft terry nappies; 35p off NuSoft toddlers' all-in-ones' 30s; 14p off NuSoft sterilising tablets 56s; 10p off NuSoft feeders, NuSoft toddler all-in-one 10s and NuSoft shampoo; 8p off NuSoft teats 3s and sterilising liquid 500ml; 6p off NuSoft pull-on pants and snap-on pants; 4p off NuSoft nail polish remover 100ml, and 3p off NuSoft single teats and feeders.

All these products carry good bonuses with increased margins on Superpure decaffeinated coffee, say ICML.

There is a 7½ per cent bonus on Nucross tablet cartons, Nucross paracetamol 100s, blister pack paracetamol 48s, soluble aspirin 100s and saccharin 1,000s. A 10 per cent bonus is given on paracetamol elixir 100ml and witch hazel 100ml. And there will be additional bonuses on Nucross sterile dressing packs and gauze swabs, say ICML, 51 Boreham Road, Warminster, Wilts.

Olive display

Marcus Olive have introduced a slimmer version of their existing display cards for their hair ornament range.

The new display card enables the retailer to exhibit four slim-line multi-cards in the same amount of space taken up by one of the existing cards, say Marcus Olive Ltd, Olive House, 70 Orpington Road, London N21 3PN.



Kid's stuff with Vaseline

Chesebrough-Pond's are offering consumers a discount on selected Kiddicraft toys, plus a free toy, in their Vaseline petroleum jelly Summer promotion.

Free with every application is a Flip Fingers teether (rrp £1.99).

The offer, available via leaflets at point of sale and special labels on packs (sizes 1, 2, 3 and 4) does not close until April 30, 1986. Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.

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E. J. Darby Shopfitters Ltd.
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Bristol:
Shopstyle Ltd.
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Exeter
Shopfitting & Design Centre
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Tel: (0392) 37791/2

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Barbour Shopfitters
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Gloucester Shopfitters Ltd.
Tel: (0452) 27024

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Tel: (0372) 377338

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Pennant Shop Equipment
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Newfair Shopfitters Ltd.
Tel: (0628) 33366

Norwich
Eastern Shop Equipment Ltd.
Tel: (0603) 649398

Nottingham
Lawn Shopfitters Ltd.
Tel: (0602) 783639

Preston
Unitfit Shopfitters Ltd.
Tel: (0772) 36193

Rhyl
North Wales Shopfitters Ltd.
Tel: (0745) 37944

Shoreham-by-Sea
Oem Shopfitters Ltd.
Tel: (079) 17 2263

St. Austell
O.S.B. Retail Systems
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Stoke-on-Trent
UNO Shopfitting Ltd.
Tel: (0782) 262626

Swansea
Peter Heale Shop Display Shelving
Tel: (0792) 54611

Tyneside
M. A. Lodge Ltd.
Tel: 091 489 2969

Tel: (0782) 268818

COUNTERPOINTS



Renoma gets £0.7m backing

A men's designer fragrance called Renoma is being launched by Chesebrough-Pond's with a £700,000 support programme.

The fragrance, which is positioned as a premium brand, is targeted at the 25-34 age group. Renoma is described as fresh and green containing vetiver, cedar, lavender, patchouli and a hint of musk.

Products featuring the fragrance are: after shave lotion (50ml, £8; 50ml spray £8.50; 100ml £11.50; 100ml spray £11.95), eau de toilette (50ml, £9.50; 50ml spray £9.95; 100ml spray £14). From September the range will also comprise: soap (100g, £3.85), talc (100g, £4.50), shaving foam (150ml, £5.50) and after shave balm (50ml, £6.50). All the products will be packaged in dark blue and silver.

A £500,000 Press campaign will run in Sunday and women's magazines from July to August. And poster advertisements will appear in November. POS material will be available including brochures, showcards and window cards.

"In tests among men and women, 67 per cent said they intended to purchase the product after trial," say Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.

Rug Patrol on the carpet

A.H. Robins are tackling the household flea problem at ground level with the test launch of Sergeant's Rug Patrol in the Yorkshire TV area.

The product is an insecticidal carpet freshener, described by the company as a novel and innovative way of breaking the breeding cycle of many household pests.

Rug Patrol, retailing at around £1.99, contains d-phenothrin with piperonyl butoxide as an enhancing agent. One pack is sufficient to treat approximately 150 sq ft of carpet. It is also effective against silverfish, cockroaches and ants.

The products will be promoted on Yorkshire TV in two bursts in June and September. A.H. Robins Co Ltd, Langhurst, Horsham, West Sussex RH13 5QP.

Baby Fresh burst on TV

Bowater Scott are currently supporting Baby Fresh with a new burst of national television advertising to run for a further three weeks. The campaign uses the same two Ken Walton "wrestling" commercials screened earlier in the year.

"We are putting £1.5m behind the brand this year and this new phase of the campaign takes us into the time of the year when births start to increase", says marketing manager Rob Walker. Bowater Scott Corporation Ltd, Bowater Scott House, East Grinstead, West Sussex RH19 1UR.

Chemist & Druggist 18 May 1985

Gillette aim at 3-form growth

Gillette are expanding their Right Guard and ZR ranges to offer a "3-form" choice of aerosol, solid or roll-on.

They believe the UK will follow developments in America, where solid products now take around 40 per cent of the market. In 1979, aerosols led sales, with a 42 per cent share — roughly the same position as in the UK last year.

Right Guard's new stick and solid variants (both 75g; £1.49) will be promoted with a national television campaign running through August. Product sampling and an introductory price offer of 20p off are also planned.

The existing ZR roll-on will be joined by an aerosol (150ml: £0.99) and a solid (75g: £1.49). National television support for the enlarged range will cost £2m, with back-up promised in magazines.

Gillette say premium prices in the

solids sector represent a real profit opportunity for retailers. The deodorant market in the US has seen 85 per cent value growth since 1980, they add. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.*



ON TV NEXT WEEK

G Grampian	U Ulster	STV Scotland
B Border	G Granada	Central
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Aller-eze:	TTV	Listerine:	G, LWT, TTV
Askit powders:	TVS	Mennen Speedstick:	All areas
Babyliss Epilmatic:	G, Y, C, C4	Nurofen:	All except Bt
Baby Fresh:	All areas	Old Spice stick deodorant:	All except C, Bt
Bran-Slim:	TTV	Ponds creme & cocoa butter:	GTV, STV, C, A, TVS, LWT, C4
Calgon:	A, TVS, TTV	Ponds creme bath with cocoa butter:	GTV, STV, C, A, TVS, LWT, C4
Canderel Spoonful:	TVS	Ponds suntan lotion with cocoa butter:	GTV, STV, C, A, TVS, LWT, C4
Cidal:	Bt	Pretty Polly tights:	All areas
Clairel Loving Care:	All areas	Radox bath salts & herbal bath:	All areas
Farley's rusks:	All areas	Reactolite Rapide:	All except U, CTV, TTV, TT, C4, Bt
Jaap's health salts:	TVS	Savlon liquid:	Y, C, LWT, TTV, C4(C)
Kodak films:	All areas	Scholl soft-step sandals:	All areas
Linco Beer shampoo:	All areas	Simple skin care:	G, Y, STV, HTV, TT, TSW, U, G, B
		Sweetex:	All areas
		Vaseline petroleum jelly:	Bt
		Wisdom toothbrushes:	All areas
		Wrigley's Freedent gum:	HTV

I actually get away from the office at weekends since I contacted CPS

"In business, having good contacts is half the battle.

Not just good sales leads. I mean good suppliers, too.

Take CPS, my contract packer. We'll discuss the job I have in mind, agree on a price, and if I

put the work their way all the problems are off my shoulders.

They just seem to roll their sleeves up and get on with it.

Using CPS frees me to tackle the other ninety seven panics going on with some chance of

efficient decision making.

You know, CPS are probably the most professional, punctual, hardworking supplier I deal with.

But they only seem to cross my mind when I'm enjoying a little free time at weekends."



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Contract Pharmaceutical Services Limited, Swains Park Industrial Estate, Park Road, Overseal, Burton-on-Frent, Staffs

Ideas in Colour just from Wella

Wella are entering the temporary colourants market with Ideas in Colour shampoo.

The shampoos, which are available in six shades — beige whisper, Summer lights, foxy dream, hazel glow, mulberry blush and rosé mist, come in 50ml tubes (£1.65), sufficient, says the company, for three to four applications.

"Ideas in Colour last for one wash and actually condition the hair too", say Wella who are supporting the brand with a £½m advertising campaign. Advertisements will appear in magazines such as *Look Now*, *19*, *Mizz*, *Just Seventeen*, *Hair* and *Cosmopolitan* from the Summer through to the end of the year.

POS display units will be available for the product which is packed in units containing six 50ml tubes of an individual shade (£6.48 plus VAT).



Wella have launched a consumer offer of 33 per cent extra free on Stylite styling mousse with colour.

The promotion has been timed to coincide with a £750,000 advertising campaign for Stylite using leading women's magazines such as *Cosmopolitan*, *Vogue*, *Woman's Journal*, *Options*, *Over 21*, *Honey*, *19*, *Look Now*, *Successful Slimming*, *Hair*, *Hair and Good Looks*, *Just Seventeen*, *Mizz* and *Hairfair*. Wella Great Britain, Wella Road, Basingstoke, Hants.

Christy roll out Extended roll-on

Extended life anti-perspirant is a roll-on anti-perspirant which will be available from the end of May. It comes in two varieties: unperfumed in a blue carton and herbal in a green carton (30ml, £2.25). The product is supplied in outers of nine for a trade price of £12.33. Christy say, it should be applied on several consecutive nights and thereafter once a week will be sufficient. *Thomas Christy Ltd, North Lane, Aldershot, Hants.*

Nelsons spray

Nelsons pyrethrum liquid is now available as a 30ml natural spray (£1.90). Previously, it was sold in a 2ml applicator tube which is now repackaged in a blister card. *A. Nelson & Co Ltd, 5 Endeavour Way, Wimbledon, London SW19 9UH.*

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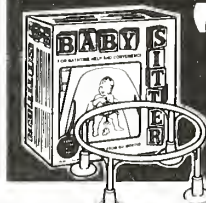
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ADDRESS _____

TEL _____

C&D

The Safe Sales 'SITTER'



Think how many mothers are bathing their young babies every day.

Well that's how many potential customers there are for the amazing new Bathtime Baby Sitter!

It's simple, inexpensive and as word quickly spreads, it's something that thousands of mums in your area alone will be wanting to buy.

The Bathtime Baby Sitter is safe and easy to use, you just stick it securely to the bottom of the bath or on any smooth surface, by using its large rubber suction cups.

R.R.P.
ONLY £5-99

Perfect for babies from 6 months upwards. Leaves mums hands free. National advertising starts in April so make sure you have it on sale. It's the safest way to make money yet!

ORDER NOW!
0625-533247
24 HOURS.



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Best Seller? You bet!

- * New 2-tablet dose.
- * Smoother, more pleasant taste.
- * Heavyweight advertising all summer long.

This holiday season, Britain's best-selling anti-diarrhoea tablet is set for even better sales.



Stock! Display! Sell Diocalm!



Peaudouce are to have an award winning rose named after them at this month's Chelsea Flower Show. The "Peaudouce" rose, bred by Pat Dickson, a leading rose breeder, will make its first appearance on May 21. The rose, a large pale primrose yellow bloom becomes available commercially in the Autumn. The rose launch will be supported by a promotional campaign. *Peaudouce (UK) Ltd, Rye Road, Hoddesdon, Herts EN11 0EL.*

Healthlife add to range

Evening primrose oil from Healthlife now comes in two strengths: 250mg capsules (60, £4.40) and 500mg capsules (30,

After Bite fights back

After Bite, "America's leading insect bite treatment", is coming to the UK — courtesy of De Witt International.

The launch has been timed to coincide with peak holiday-season demand. Packaged as a pen-shaped dispenser (£1.15) After Bite has ammonium hydroxide and mink oil as ingredients.

"Immediate use helps reduce swelling and reduces the chance of secondary infection," say De Witt. The pens, each of which contain around 500 applications, can also be used to treat irritation from stinging nettles and other sources.

After Bite appears on blister cards,

£3.99).

Super body power liquid amino acid comes in two, fruit flavoured sizes, 250ml retailing at £3.99 and 500ml at £7.20.

Cod liver oil capsules 0.3mg are now

ready packed in counter dispensers of 12. *De Witt International Ltd, Seymour Road, London E10 7LX.*

available in 500s (£5.18). And a 10 capsule tub of siberian ginseng 3,000mg (£1.57) replaces the 15 capsule tub. *Healthlife Ltd, Charlestown House, Baildon, Shipley, West Yorkshire BD17 7JS.*



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for the relief of conjunctivitis
due to hay fever
irritating smoke or dust

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They've both got a sore mouth but the similarity stops there.



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gel

For quick, effective
relief from the pain of
mouth ulcers, soreness
of the gums and
denture-rubbing

DENTINOX
teething gel



Teething baby or mum with a mouth ulcer. Two different problems requiring two different remedies. For mum, the powerful formula of fast acting Medijel gel or pastilles brings relief in seconds. Medijel gel is soft enough to be placed at the point of pain.

For baby, there's Dentinox teething gel, the one that's specially formulated for babies – its tried and trusted ingredients quickly and safely relieve pain. So when a sore mouth looks to you for comfort, recommend the right product. Dentinox for baby teething and Medijel for adult mouth ulcers.

You can depend on DENDRON.

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PERFECT

FOR THE PRICE OF ONE.



When your customers want relief from dysmenorrhea, there's no comparison to *Feminax*.

Because *Feminax* is specially formulated to help against dysmenorrhea with not just one but three separate treatments. Each targeted at the specific problems associated with dysmenorrhea. Firstly, it's the only dysmenorrhea treatment with hyoscine hydrobromide to relax the muscle spasms associated with uterine cramp. Secondly, it contains paracetamol and codeine phosphate to get to work on back-ache, headache and sore breasts. And thirdly, as a gentle pick-me-up, caffeine monohydrate.

Don't forget, even your youngest customer is conservative when she's suffering with dysmenorrhea. She wants the product she knows works gently and fast for her. She'll feel comfortable with *Feminax* – the one she has seen advertised and recommended for years in her favourite magazines. She may even have received advice from Angela Ward, the *Feminax* period problem advisory service. Or even one of our helpful booklets or Period Survival Packs. All reassuring

her that *Feminax*, the top-selling dysmenorrhea treatment, really understands her needs.

You too can be assured that advertising, promotions and public relations activity continues and will ensure that *Feminax* remains the most heavily demanded treatment for dysmenorrhea. Now there is a new display tower and a new shelf strip too.

Making it even easier to choose *Feminax* above others.

There is still no better period pain reliever than *Feminax*.

Nicholas Laboratories Ltd., 225 Bath Road, Slough SL1 4AU.



Nicholas

Feminax. We understand women.



SPORTSMEN



LIKE



DEXTROSOL



It's a well-known fact that plenty of sportsmen and women already appreciate the taste and energy of Dextrosol® Glucose Tablets. But from this June even more sports lovers will be discovering how effective Dextrosol is.



Last year a TV campaign in Southern TV area increased sales by almost 100% in the peak summer period. This year we're rolling North to include London, Anglia and Central TV areas, as well as Southern, covering over 50% of the U.K. population. Starting earlier, in May, and running longer than last year, we will invest over £1 million, national equivalent, using the same highly successful TV commercial featuring sports personality Jimmy Greaves.

Soon the Dextrosol performance on TV will be moving your sales even faster. Make sure you are ready when they're set to go, display Dextrosol Glucose Tablets now, in five flavours and unlimited appeal.

Sportsmen and sportswomen like Dextrosol results - almost as much as you will.



Best Foods

A Division of CPC (United Kingdom) Ltd.
*REGISTERED TRADE MARK



Is your skin saying "I NEED PROPER CARE!"

It's time for Snowfire Cream

Snowfire Cream

Did you MACLEAN your teeth to-day?

MACLEAN'S TOOTH PASTE

It's the best in the land, girls!

1945

1985

Next week the Cosmetic Toiletry & Perfumery Association celebrates its 40th anniversary. The Association has grown from its beginnings in the austere post-war years to guide its members through the minefield of national and European legislation thrown up in the eighties.

J.H.L.

A custom blended cologne created by Estée Lauder for the most important man in her life. Exclusively for Aramis.

Forty years on in the beauty business

"A single united organisation for the industry" was the motion carried by the perfumery and toiletry manufacturers section of the London Chamber of Commerce at Beaver Hall, Cannon Street in May 1945. The aims of the Association that was then formed were to protect and promote the interests of the industry and allied trades. A united effort could best achieve results to solve joint problems. This was demonstrated when, within four months, the Association hammered out an agreement with the Board of Trade.

At that time, with the shortages caused by the war years, the industry was rigidly controlled by government order. Output was based on turnover, which in turn depended on past performance. This presented many problems and anomalies, especially to those who had been granted a special "ex-forces" licence.

With the cessation of hostilities, and rehabilitation and reconstruction in Europe, export became a major concern of industry and government. The Export Bonus Scheme was negotiated with the Board of Trade. It was to reward exporters in a positive way by increasing an individual company's home trade quota.

The growth in exports, from an estimated

£1m in 1939 to £376.3m in 1984, with home market growth from £14m to £1,000m, measures the steady progress of the industry from one which provided luxuries for relatively few people, to the supply of everyday necessities. Even in the austere post-war years the importance of fragrance and a touch of luxury was recognised, and the Association's accounts for 1945 (audited for a fee of five guineas) show the sum of £45/17 to Jayne's Flower Shoppe for sprays and bouquets for the dinner and ladies' night.

Coping with shortages

The main problem facing the post-war industry was the shortage of materials. Both home-produced and imported raw materials were subject to strict control by the Board of Trade. Products such as petroleum jelly and alcohol were limited by the fuel crisis. Distribution of essential oils was controlled by the Essential Oils Control Scheme. The Association became responsible for allocating some scarce items and, in conjunction with the Ministry, was able to renew imports of French aromatics from Grasse and Swiss specialities from Geneva.

Although shortages were most acute immediately after the war, there were still

problems as late as 1952, when the Association and the Board of Trade agreed to introduce a scheme for the recovery of lipstick containers so that the brass could be re-used. The use of polystyrene had been considered in the late 1940s, but it was not until 1953 that the BSI began to consider standards for plastics for packaging.

Pricing policies were another issue — in 1945 the maximum price increase allowed was 20 per cent. Increases in production costs were estimated as follows on a variety of products in the 6d (old pence) price range: creams 74.8 per cent; powders 208 per cent; lipsticks 114 per cent; hand jelly 103 per cent. There was an average all-round increase of 88 per cent on 3d lines.

In 1948 the Miscellaneous Goods (Maximum Prices) Order was made and this virtually prohibited the introduction of any new lines. The industry pointed out the difficulties which would arise if the Order was implemented, and an Amending Order was issued later in the year. The main provisions of this were that prices should be frozen to those of December 1947 and January 1948.

The following year the Board of Trade started an investigation into the industry's prices and profits. When this was completed

40's 50's

The cosmetic industry survived the shortages of the war years to build on the embryonic mass market triggered by the cinema in the thirties. Companies were not slow to promote their products, although the hint of luxury offered in the Lux advertisement (right) contrasts with the fuel warning issued by the NCB.

1 May 5, 1945; 2 March 31, 1951;
3 March 17, 1951 Woman's Weekly

WOMAN'S WEEKLY

3d

Matching Woolies Are Practical

2

...but you can keep a HAPPY SKIN!

Astral SKIN CREAM

3

FUEL WARNING

Until April PLEASE BE **EXTRA CAREFUL** with **COAL ELECTRICITY** and **GAS** —and keep the factories working

LUX

"A beautiful skin is up to you"

Used by 9 out of 10 film stars

Painstaking research wins Queen's Award.



For the development of the revolutionary painkiller, ibuprofen – a first for the pharmaceutical industry – the Research Department of the Boots Company is honoured to receive the Queen's Award for Technological Achievement.

25,000,000,000 ibuprofen tablets have already been prescribed and ibuprofen's long-standing record for effectiveness means that you can now sell it, without prescription, as Nurofen, the first alternative painkiller for 25 years. A breakthrough in the relief of migraine, headache, dental and back ache, period and rheumatic pain. And Nurofen is not only a great success in the UK, but in more and more countries throughout the world.



Whither OTC medicines?

Further to my article on the "Marketing policies of OTC medicine manufacturers" (C&D March 30, 1985) in which one of the products highlighted was Oraldene, I regret to have to report that Superdrug are now displaying another "prescription speciality", viz Anusol suppositories.

Examination of the pack will further serve to illustrate the potential loss of market share (created by pharmacy) to other outlets. In addition to William R. Warner (in small print), Warner Lambert is printed boldly, and the next step will presumably be "Warner Lambert Healthcare". To emphasise the point, although there is no legal requirement to print GSL on General Sales List products, it is printed on the Anusol pack, significantly more prominently than POM is printed on Anugesic Suppositories.

I can only repeat the warning in the article, that unless we, as a profession, are

prepared to vigorously defend the market we were exhorted to establish (on the grounds of "pharmacy only" distribution), we shall be trampled under the feet of those who strive to sell to "anyone prepared to buy", with the inevitable results.

Incidentally, Warner Lambert representatives are not allowed to sell to non-pharmacy outlets. This, I am informed, is the responsibility of the "major accounts" department.

Anthony Peel
Huddersfield.

... through Warner Lambert

We wish to make it clear that, as a company, Warner Lambert Healthcare have a real commitment to pharmacy. Indeed, in the first six months of 1985 three major Warner Lambert OTC brands (Sinutab, Benylin Expectorant and Benylin Paediatric) have been featured in

television advertising all directing consumers into the pharmacy, and selling pharmacy as the source of purchase. Further, two new television campaigns, for Veganin and Caladryl, begin in the next eight weeks with emphasis on pharmacy-only availability. Currently well over 95 per cent of our sales are and will remain in pharmacy.

Two of our brands, Anusol and Oraldene have had GSL status for many years. The appearance of these products outside pharmacy is nothing new, and we have monitored the situation closely to ensure that where it happens RPM is maintained. Having said that, the percentage of business going through non-pharmacy outlets is small. Indeed, in a number of cases where this happens product is bought by businesses with both pharmacy and non-pharmacy interests, or alternatively through wholesalers.

In the case of Warner Lambert Healthcare, as readers of the pharmaceutical Press will know, we have been running a campaign over the last

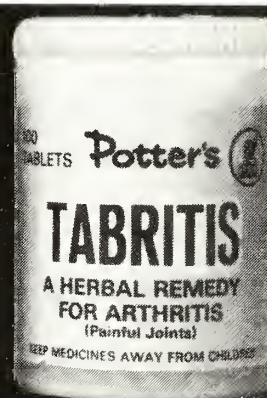
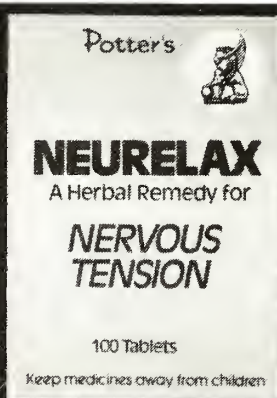
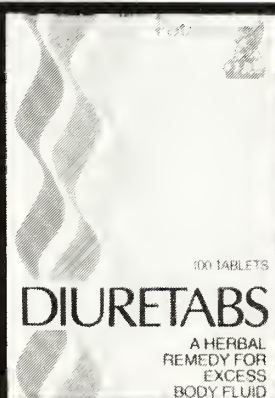
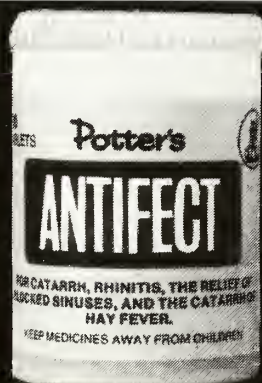
Continued on p1042

CATARRH & BRONCHITIS

URINARY COMPLAINTS

NERVOUS TENSION

ARTHRITIS



Major herbal remedies from Europe's biggest herbal medicine producer

"THE LONGEST CLINICAL TRIAL IN HISTORY"
A 30 minute film on Herbal Medicine to show to your customers (and staff) is now available on free loan in Super 8 or VHS/Beta video. Contact Terry Finnigan at Potters. Tel: 0942 34761.

Potter's



Potter's (Herbal Supplies) Limited, Leyland Mill Lane, Wigan, Lancashire, England.

twelve months promoting a corporate identity for Warner Lambert Healthcare to present a cohesive image to the profession. As far as the print of GSL on the pack is concerned, this was considered essential so as to draw a clear differentiation between Anusol (GSL), Anusol HC (POM) and Anugesic (POM) so that no confusion arose and especially so that no POM product was sold by mistake.

It is not Warner Lambert policy to sell to "anyone prepared to buy" and if one looks to the strategic direction the company is taking through the promotion of our OTC medicines to the consumer through the pharmacy, then that point will be very apparent.

J.H. Ball,

Marketing director, Warner Lambert Healthcare.

Leaky secrets?

Is it one of the worst kept secrets or a calculated "leak"? Wherever I go I see people speaking in whispers — "Do you know?" or "Can you tell me?"

Since this rumour is likely to effect pharmacy even more than the limited list, it should be given the light of day.

Is the Government intending to introduce legislation on the rational location of pharmacies by inducements, compensation and carrots?

A.G.M. Madge,
Plymouth.

Twelve good men and ...

Writing in *Chemist & Druggist* May 4, p917 your legal correspondent deals with the question of jury service and the problems it can cause "for the small businessman with a small team of staff". As always, your columnist's advice is sound as far as it goes but he (or she) omits to point out that practising pharmacists are entitled to exemption from jury service under the Regulations.

A pharmacist who receives a jury service summons should reply to the

Summoning Officer stating that he or she is a pharmacist in practice and wishes to claim exemption.

T.P. Astill,

Director, National Pharmaceutical Association.

Age concern

On reading the report (*C&D*, May 4, p945), regarding S.F. George Ltd, I am prompted to ask whether the Statutory Committee chairman, Sir Carl Aarvold, is suggesting there is more "risk and danger" in engaging an elderly locum than in engaging a younger one?

There is, I submit, no evidence that older pharmacists are either more, or less, conscientious, reliable and competent than younger ones.

Bringing the matter of age into the above case in such a way, I consider, most unfortunate. Your readers might care to comment on their experiences with locums, young and old?

Eric A. Jensen,
Brighton.

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People prefer Beatson Glass

The Pharmaceutical Industry calls for containers which give long term protection to contents. In a recent Marplan survey,* 81% of respondents felt that glass protected medicines and tablets more effectively than competitive materials.

Beatson Clark is the pharmaceutical industry's natural choice for glass packaging. Beatson Clark produce over 300 million containers per year in white flint and amber for the industry, with capacities varying from 10 ml. to 2,500 ml. If a product needs glass, you need Beatson Clark.

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Rotherham, South Yorkshire S60 2AA.
Telephone: Rotherham (0709) 3791-11.
Telex: 54329

*See 'The Consumer and FMCG Packaging' published by The Glass Manufacturers' Federation, 19 Portland Place, London W1N 4BH

B E A T S O N G L A S S M A K E S B R A N D L E A D E R S



Beatson Clark plc

More Letters on p1041 and 1042

RPA retorts to 'Another Voice'

Dr David Roberts will surely live to regret missing a splendid opportunity in conveying some indication of the co-operation between doctor and pharmacist that he pleads for in the last paragraph of *C&D's* "Another Voice" (last week p994).

He may not have intended direct insult, but his conversation shows a scurrilous contempt for the rural pharmacist and an almost unbelievable belief in his own god-like status. He has to be perfect in order to save face — what a reason for being safe. Hasn't the patient any place in his reckoning?

Of course, we rural patients are very intelligent — we live for every word the doctor utters. He has all the time in the world to talk to his patient — no 24-, 48- or 72-hours waiting for an appointment. Of course doctors not only have time to talk to patients but time to dispense as well. In fact doctors have to engage a partner to take on all the extra work in order to have more time off.

To do all this they need all the dispensing that's going from the local pharmacist — to hell with him and all the services he supplies. The rural pharmacist has got his business of selling cosmetics and films — dispensing is something they can do without.

And Dr Roberts would not like the pharmacists role extended without further training in the field of treating minor ailments. He has the nerve to express doubt about a woman patient who reports to a pharmacist about a pain in her stomach, is given an antacid and two days later perforates an ulcer or appendix. In the first place, he should remember that these are the patients who, he says, are given so much time by their rural doctor. They go to the pharmacist because they have been educated in the belief that they shouldn't bother the doctor. I have heard from pharmacists all over the country who have heard of doctors who have prescribed for patients over the telephone, or through a message given by the receptionist, or ignored a plea from a patient in agony because they thought an antacid would be the answer. Pharmacists spend their whole professional life shielding doctors from their mistakes.

I see Dr Roberts is trying to put across the idea that they dispense because they like it and money is not the driving factor. How strange! Why the uproar when a 5 per cent clawback was imposed. And I bet he doesn't want HD scheme!

It seems strange that throughout the whole discussion there is never mention of the great potential of pharmacist and doctor getting together to look after the interest of the patient — it's either us or them. No initiative, except in the last paragraph as a sort of condescending sop. In spite of all the things he finds so objectionable, he would rather see co-operation than public disagreement.

The RPA is now fully aware of the DDA's position — not that we had much doubt about it before. I regret very much that the opportunity given to Dr David Roberts by *C&D* to sow some seeds of mutual respect was completely and utterly wasted through petty malice and discord. No thought was given to the patients' needs except where they were seen to add substance to the stature and finance of the dispensing doctors position.

John Davies,

Hon. Secretary, Rural Pharmacists Association.

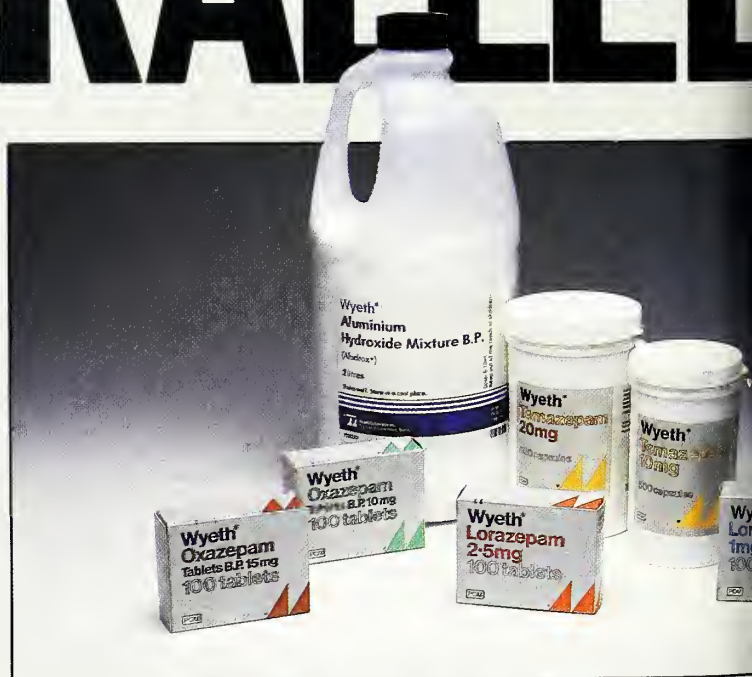
UNPARALLEL

Wyeth are now making available the following major products from their range as generics:

- * Lorazepam tablets 1mg & 2.5mg
- * Oxazepam tablets B.P. 10mg & 15mg
- * Temazepam capsules 10mg & 20mg
- * Aluminium Hydroxide Mixture B.P. 2 litre

Wyeth Lorazepam, Wyeth Oxazepam and Wyeth Temazepam are available at 12% off Drug Tariff prices bringing maximum benefit to you without HD endorsement.

Aluminium Hydroxide Mixture B.P. is available at 7.5% off Tariff.



Wellcome to go public with 20pc sale offer

The Wellcome Foundation — currently completely owned by a charitable trust — will go public early next year, with the sale of 20 per cent of their shares.

The foundation's owners, the Wellcome Trust, have undertaken not to make any further sales within two years of this offer, to permanently retain at least 50 per cent of the foundation's capital, and to set up safeguards preventing any outside investor holding more than 10 per cent of shares.

"The trustees have been concerned for some time at the wisdom of having all their eggs in one basket" says trust chairman Sir David Steel.

"This move will allow us to diversify our investments, and increase aid to medical research at a time when funds are badly needed."

The foundation, Wellcome's

commercial arm, are looking to the floatation to help them raise money for acquisitions, and want to set up an employee share-ownership scheme. Wellcome have started looking at ways of setting up an employee ownership programme, but the group's international status means the study will take some time.

Last year, the foundation made pre-tax profits of £89.5m on sales of £806.4m. They gave £17m to the trust's charitable work.

"The floatation will help us develop and expand our business for the benefit of employees and shareholders alike" says chairman Alfred Shepperd.

"Day to day running will go on as before, but we have entered a new phase with its own potential for development."

Wellcome's public shares should raise around £300m, giving the group a value of around £1.5 billion. This makes them the UK's third largest drug company, behind Glaxo and Beecham.

Booker team up with Ayerst

Booker Health and Ayerst Laboratories are teaming up to improve distribution of Booker's dietary supplements to the chemist trade.

Ayerst's salesforce will start carrying the Healthcrafts range, Potter's pastilles, Ladycare supplements and Sportcraft energy drinks, this month. More products will follow as Booker and Ayerst develop their chemist portfolio.

"Ayerst's proven track record will give us the means to broaden our chemist base" says Booker chief executive Denis Bowley.

"The addition of Booker's products to our range is a major step forward for both companies" adds Michael Paine, managing director of Ayerst.

An introductory offer on Healthcrafts products has been arranged.

Pharmacists ordering eight cases from the range will get a free case of Healthcrafts B complex and Vitamin E. The promotion runs until the end of June.

ED QUALITY...

...made in Britain by Wyeth

Wyeth's reputation for quality and consistency has always been second to none. You thus have the reassurance that the products you dispense conform to the highest standards, having been made in Britain in strict conformity with good manufacturing practice.

...the backing of the product originator

Over the years Wyeth have invested millions of pounds into research in the UK — research which led to the introduction of valuable products such as Ativan*, Normison*, Serenid-D* and Aludrox*. No one knows more about these products than Wyeth, and this knowledge is at your disposal when you dispense Wyeth generics.


...for a high degree of patient acceptance.

Prior to the 'limited list' Wyeth benzodiazepines enjoyed widespread usage. Wyeth Lorazepam, Wyeth Temazepam and Wyeth

Oxazepam have retained the distinctive shape, size and colour of their original branded equivalents, Ativan*, Normison* and Serenid-D*. Thus, when you dispense Wyeth generics you are ensuring patients receive the identical products they've received in the past and you avoid giving them cause for concern.

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John Wyeth & Brother Ltd,
Taplow, Maidenhead, Berks. SL6 0PH.

To enquire about Wyeth Generics ring:
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GENERICS

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SHE'S MURDERED MILLIONS IN HER KITCHEN.



NOW SHE'S IN MILLIONS OF LIVING ROOMS.

This woman is a killer. Her merciless slaying of countless household germs is the subject of a new 30-second TV commercial for 'Savlon' Liquid. This powerful new film illustrates in no uncertain terms why **Savlon is a faster germ killer than any other leading antiseptic disinfectant**. It shows how Savlon goes on fighting germs after it has been used around the home. Above all, you'll soon see why no housewife would want to be without Savlon Liquid in her home.

'Killer' had a successful test release in three regions last year and as a result extending our TV campaign for 1985 to cover 60% of housewives in the country. campaign will be supported by a strong '20% extra free' promotion in store. further supported by a trade video-cassette and leaflet campaign, explaining different and how much more powerful Savlon Liquid is than other antiseptic tants on the market. And why your shelves should carry it.

Stock Savlon. Kill germs.

Savlon Liquid. Kills germs. Fast.



Care Laboratories Ltd., Wilmslow, Cheshire
A subsidiary company of Imperial Chemical Industries PLC
'Savlon' is a trade mark.



we will be
The new TV
It will be
just how
disinfect-

Tory anger at whip in Commons Sunday trading debate

The Government will make their first moves towards legalising Sunday and late night trading next week, with a Monday debate in the Commons. But they face considerable opposition, not least from their own backbenchers.

The Tories' motion, to be put by Home Secretary Leon Brittan, calls for MPs to "accept the case for the removal of legislative restrictions on shop hours, and look forward to the bringing forward of legislation to remove such limitations."

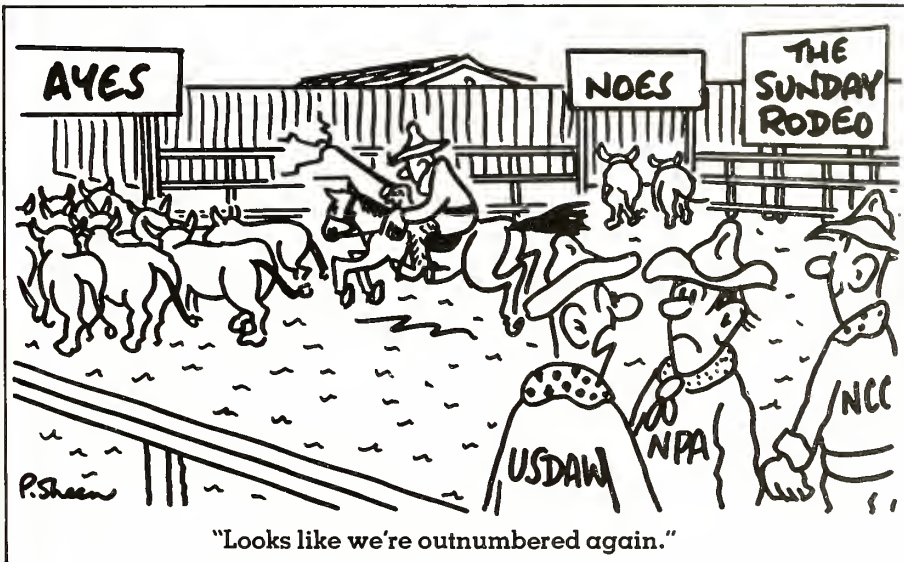
Labour seem to be settling for a strategy of damage limitation, confining their amendment to a reminder that any

growing opposition on the Tory backbenches. His own objections are primarily on religious grounds, but he also believes there is a danger of the major chains effectively forcing staff to work on Sundays, and that the unique nature of the British Sunday will be destroyed.

"Quite apart from religious objections, complete deregulation would be bad for the nation and another blow to family life," he says.

Sir Peter, who hopes to speak in the debate, says he may vote against the Government. "And there's plenty more who'll do the same," he adds.

The Liberals and SDP will both allow their MPs a free vote. The SDP say the



change in the law should contain "full and proper protection for the pay and conditions of shopworkers".

Some Tory backbenchers, including members of the influential 1922 Committee, object to the Government putting a three-line whip on debate of the motion. They believe the issue is one of personal conscience, and that imposing a whip means asking MPs to vote against their religious convictions.

Sir Peter Mills, Conservative MP for West Devon, says there is strong and

party is "pretty well in favour" of removing restrictions, while a Liberal spokesman described his party as "more or less split — some will vote for, some against".

Labour have also put a three-line whip on their MPs. Shop-workers' union USDAW says removal of restrictions could cost as many as 200,000 jobs. "We are not giving up the fight," says deputy general secretary John Flood.

The Government hope to get the ball rolling on legislation to change the present law early in the next session of Parliament.

Japanese deal for Glaxo

Glaxo have formed a joint venture with Tanabe Seiyaku to produce and market the Japanese company's new antibiotic.

The joint company — Tanabe Glaxo — will direct the development and eventual launch of Tanabe's injectable cephalosporin in all major markets except Japan.

The two companies announced they planned to cooperate on bringing TA 5901, as the new drug has been code-named, to the market late last year.

Glaxo Group Research will handle clinical development work outside Japan, with Glaxochem responsible for production. Marketing in Japan will be shared between Tanabe and Nippon Glaxo.

Glaxo say TA 5901 should be on sale in about two-and-a-half years.

House of Carmen changes hands

Morphy Richards have been bought by Glen Dimplex, a privately-owned electrical products group. House of Carmen personal care products will also be transferred.

"The joining together of the two companies creates one of the strongest electrical product groups in the UK," says Glen Dimplex chairman Martin Naughton.

Mr Naughton will become chairman of Morphy Richards, and be joined on the board by Lochlann Quinn, Glen Dimplex deputy chairman. Sales of the enlarged group should exceed £100m this year.

Retail sales

The Department of Trade & Industry's March retail sales index (1980 = 100) shows a year-on-year rise of 19 per cent to 165 for dispensing chemists (NHS receipts are excluded). The figure for all businesses rose 10 per cent to 136.



5 CARNATION CORN CAPS
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CARNATION

Corn and Callous Caps that are asked for by name.

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2 CARNATION CALLOUS CAPS
RELIEVE AND SOFTEN CALLOUSES AND HARD SKIN

£50m aid on Scottish rates

Scottish retailers facing massive rates rises as a result of property revaluation will be able to claim relief from the Treasury.

Small businessmen who found revaluation gave them a 1985 rates bill more than three times the previous year's will qualify for 100 per cent relief on amounts over and above the "1984 times three" figure. The maximum relief available will be £10,000, a cut-off point designed to ensure small businesses reap most of the benefits.

A Bill making the necessary changes will be introduced to Parliament as soon as possible, Secretary of State George Younger told the Commons last week.

He had already used the Scottish

Tories' conference in Perth to announce that the Treasury would be giving small businesses hit by the revaluation "at least £50m" of help.

Robert Stewart, secretary of the Scottish Pharmaceutical Federation, gives the aid a cautious welcome. "Every little helps," he says, "although whether this will be enough to stop businesses closing remains to be seen."

Bill Anderson, Scottish secretary of the National Federation of Self Employed, is more enthusiastic. "We must unreservedly say it's magnificent," he says. They'd contacted the Scottish Office to try to persuade them of the seriousness of the problem, and Government had replied that they were right, but that it was going to cost a good deal more than NFSE had asked for. "It's not often you get money out of this Government," says Bill Anderson. "But we've actually managed to get something like ten times what we asked for."

charges involved.

A linked insurance plan providing cover in the case of death, accident or sickness is also available.

The bank is also combining its venture, medium and long term loans into one business development scheme. These loans can be used for amounts over £15,000.

Midland offer fixed interest

Midland Bank are bringing in a new small business loan package offering loans of between £1,000 and £15,000 repayable over up to 10 years. Security is not always necessary, they say.

They claim to be the first High Street bank to introduce such a package specifically for sole traders, partnerships or small limited companies.

A fixed interest rate, currently 9 per cent secured (9.5 per cent unsecured) will be agreed at the outset, and remain set for the length of the loan. More usually, small business loans are calculated on a "base rate plus" basis. There are no other fees or

Animal pharm

Ciba-Geigy have bought European distribution rights for E.R. Squibb's animal health range.

"The acquisition will allow us to offer a complete range of products for the care of pets," says R. F. Norman, managing director of Ciba's agro-chemicals operation. Dynamitilin products will not be affected.

Glasgow show covers 'all aspects'

The Scottish Retail Chemists Exhibition is open to all pharmacists and their staff. It is to be held at the Anderston Exhibition Centre, Glasgow, May 21 to 23.

The organisers say they realise that chemists have many interests over and above pharmaceutical goods and claim to have produced a well balanced show covering toiletries, hair care, small gifts, cosmetics, computer labelling, POS and display equipment.

The show is open on May 21, 11am to 8pm; May 22, 11am to 9pm and May 23 10am to 5pm. It is open to all bona-fide trade visitors by ticket or on production of a business card.

Information from *Trade Exhibitions Scotland*, (C&P McGibbon), *Anderston Exhibition Centre, Anderston Centre, Glasgow* (tel 041 204 0280/248 2895).

Monday, May 20

Mid Glamorgan East Branch, Pharmaceutical Society. Globe Hotel, Pontypridd at 8pm. Annual meeting

Wednesday, May 22

Dundee & Eastern Scottish Branch, Pharmaceutical Society. at 7.30pm. Theatre visit.

West Metropolitan Branch, Pharmaceutical Society. Charing Cross Hospital, Fulham Palace Road, W6, at 7.30pm. Dr L. Anderson, London School of Pharmacy, on "Herbal remedies and the pharmacist". Also annual meeting and joint meeting with NPA and WPA

Thursday, May 23

Bournemouth and East Dorset Branch, National Pharmaceutical Association. Priory Hotel, Wareham, at 7.30pm. Annual meeting. Members of West Dorset Branch also invited to the meeting at which both branches are to be combined to form the Dorset Branch. Buffet.

Advance information

Shoptex '85. Olympia, London, June 10-13. A four-day conference and seminars on "New technology for the retail and distributive trades", held in conjunction with Shoptex International exhibition, focussing mainly on the needs of the smaller retailer. Information from Maggie Lane, Spectra Services, Keyersbridge House, Wokingham Road, Hurst, Berks RG10 0RY (tel 0734 345585).

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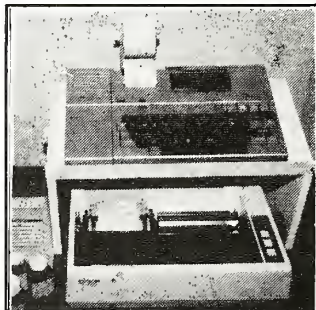
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Sir John leaves Wellcome...

Sir John Vane has decided to resign his position as research and development director at the Wellcome Foundation.

He leaves on September 30. The move comes so he can pursue his external scientific interests, say Wellcome.

Mr Alfred Shepperd, Wellcome Foundation chairman, hopes that although Sir John is also resigning his other appointments with the group "the knowledge and experience of this eminent scientist will continue to be available to Wellcome in a consultative capacity."

Sir John was professor of experimental pharmacology at the Royal College of Surgeons before joining Wellcome in 1973. He was awarded a Nobel prize for medicine in 1982 for his discoveries in the field of prostaglandin research, and was knighted for services to pharmaceutical science in last year's New Year honours.

...Dr James joins

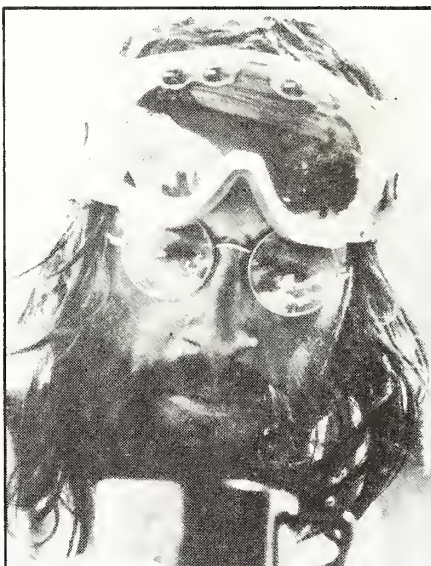
Dr Anthony Trafford James, CBE, has joined the board of the Wellcome Foundation as a non-executive director.

Until March this year he was a member of the executive committee of the Unilever Research Colworth Laboratory, and was head of the division of biosciences within that laboratory from 1972 to 1985.

Dr James was a member of the Science Research Council between 1973 and 1977 and of the Food Science and Technology Board of the Ministry of Agriculture, Fisheries and Food between 1975 and 1980.

He is at present a member of the Advisory Board for the Research Councils.

The Evans Gold Medal was this year presented to Mr Bob Timson (left), a DPhO for Trent RHA and past president of the Guild of Hospital Pharmacists. The medal, presented annually since 1957 for outstanding contributions to hospital pharmacy, was this year given away by Mr Peter Kettle, Evans UK sales manager, at the Guild's weekend school in Swansea. The Silver Medal went to Mr A.J. Cronin, a DPhO for Mersey RHA.



Mountaineer Doug Scott is leading an expedition to Pakistan to undertake several new climbs in the Karakoram this Summer. As part of the medical kit he will be taking supplies of 17 Weleda homeopathic remedies for such widely varying conditions as cuts and abrasions; high altitude headaches; stomach upsets; coughs, bronchitis; conjunctivitis; and chafed and sunburnt skin.

International's superintendent

David Norsworthy, MPS, has been made superintendent pharmacist for International Stores.

The chain currently has four in-store pharmacies. Mr Norsworthy, who qualified in 1979, was previously manager of the company's Torquay branch pharmacy.

He joined the company in December 1982 after working with Boots.

In his new post, he succeeds Sandra Waters, MPS.



11 new reps for Unichem

Unichem are to expand their salesforce by 50 per cent, with the appointment of 11 new reps.

Newly-appointed sales manager Geoff Bass, previously sales development manager, says this is being done to increase visits to existing members, and to improve coverage to non-Unichem pharmacies.

"We are well aware of the vital role our reps play in advising members," he adds.

On the board

Peter Samwell, previously Hanimex's divisional manager for Fuji films, has joined the board as sales and marketing director. The post has been vacant since Dick Luff left the company a year ago.

Mr Samwell's old job will be taken by Michael Lane, formerly sales manager for Fuji.

"I feel very confident our new UK board of myself, financial director John Ody and Peter Samwell, will ensure our continued success," says managing director John Cashmore.

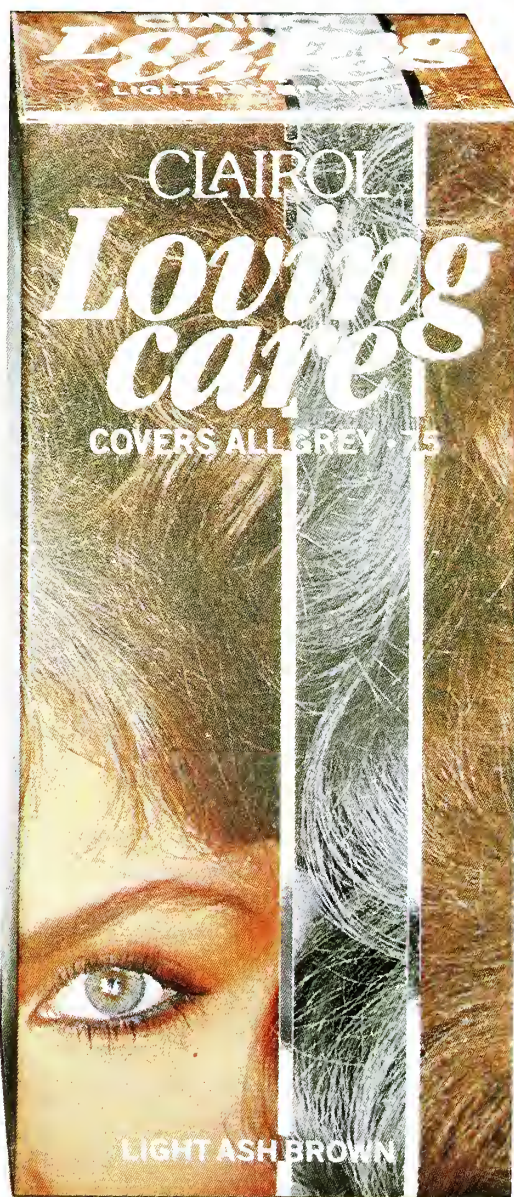
CP Pharmaceuticals Ltd: Clive Jones is appointed general manager for sales and marketing. He joins the company from Abbott Laboratories, where he headed their clinical products division.

Glaxo Pharmaceuticals Ltd: Rodney Royston has been appointed director of strategic and commercial services for the commercial division. Mr Royston was formerly marketing and sales director of Allen & Hanburys.

Bowater-Scott Corporation Ltd: Robert Rogers will take up the post of managing director on June 1. He has been deputy MD since early last year. Robert Healey, the outgoing MD, plans to retire at the end of this year.

Retail Consortium: Tom McNally becomes director general of the consortium, and director of the British Retailers Association. He succeeds Mr G. McWilliam Cain, and was an MP between 1979 and 1983.

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